

MAGAZINE

"D"

ISSUE January 1978TOTAL CIG. ADS 2TOTAL PAGES 146PHILIP MORRIS
ADSMIN.
SEP.COMPETITIVE
ADSSIZE IF
NOT P-4

REMARKS

Camel Lights #105 pg. 114 ✓*B&H Lights #113 BC*

31

2040675146

MAGAZINE

"D"

ISSUE February 1978TOTAL CIG. ADS 3TOTAL PAGES 140PHILIP MORRIS
ADSMIN.
SEP.COMPETITIVE
ADSSIZE IF
NOT P-4

REMARKS

Camel Lights #102 pg. 26 ✓*Parliament #297 pg. 70**43**Opp: "Books" &
2/3 pg. B&W ad.**Marlboro #570 BC**69*

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MAGAZINE

"D"

ISSUE

April 1978

TOTAL CIG. ADS

3

TOTAL PAGES

170

PHILIP MORRIS
ADSMIN.
SEP.COMPETITIVE
ADSSIZE IF
NOT P-4

REMARKS

Camel Lights #105 pg. 63

B&H Lights #118 pg. 84-85

20

CS

Marlboro #584 BC

84

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MAGAZINE

"D"

ISSUE

May 1978

TOTAL CIG. ADS

3

TOTAL PAGES

178

PHILIP MORRIS
ADSMIN.
SEP.COMPETITIVE
ADSSIZE IF
NOT P-4

REMARKS

Camel Lights #110 pg. 71 ✓

Parliament #311 pg. 89

17

Opp: "There At The
New Yorker" & ½ pg.
B&W ad.

B&H #447 BC

88

2040675150

MAGAZINE

"D"

ISSUE

June 1978

TOTAL CIG. ADS

2

TOTAL PAGES

210

PHILIP MORRIS
ADSMIN.
SEP.COMPETITIVE
ADSSIZE IF
NOT P-4

REMARKS

Marlboro #582 pg. 70

139

Opp: "A Prince At
The King's Club" &
1/3 pg. B&W ad.

B&H Lights #122 BC

139

2040675151

MAGAZINE

"D"

ISSUE July 1978

TOTAL CIG. ADS 2

TOTAL PAGES 170

PHILIP MORRIS
ADSMIN.
SEP.COMPETITIVE
ADSSIZE IF
NOT P-4

REMARKS

Camel Lights #113 pg. 88

Marlboro #579 BC

81

2040675152

MAGAZINE

"D"

ISSUE August 1978

TOTAL CIG. ADS 2

TOTAL PAGES 194

PHILIP MORRIS
ADSMIN.
SEP.COMPETITIVE
ADSSIZE IF
NOT P-4

REMARKS

B&H #451 2C

69

OPP: B&W ad.

Camel Lights #115 pg. 70

2040675153

MAGAZINE

"D"

ISSUE October 1978TOTAL CIG. ADS 1TOTAL PAGES 226PHILIP MORRIS
ADSMIN.
SEP.COMPETITIVE
ADSSIZE IF
NOT P-4

REMARKS

B&H Lights #131 BC

2040675155

MAGAZINE

"D"

ISSUE November 1978

TOTAL CIG. ADS 2

TOTAL PAGES 226

PHILIP MORRIS
ADSMIN.
SEP.COMPETITIVE
ADSSIZE IF
NOT P-4

REMARKS

B&H #455 pg. 112-113

112

CS

Marlboro #589 BC

112

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MAGAZINE

"D"

ISSUE December 1978TOTAL CIG. ADS 1TOTAL PAGES 210PHILIP MORRIS
ADSMIN.
SEP.COMPETITIVE
ADSSIZE IF
NOT P-4

REMARKS

Marlboro #618 BC

2040675157

		ISSUE	December 1978
MAGAZINE	EAGLE & SWAN.	TOTAL CIG. ADS	2
		TOTAL PAGES	62

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